

Web Page Analysis

Activity objectives:	<ul style="list-style-type: none">• Comment on how websites are tailored to their audiences in terms of content, language and design
Prior knowledge and skills:	<ul style="list-style-type: none">• Students should be aware of some of the ways in which publications are tailored to their audience
Activity duration:	<ul style="list-style-type: none">• 10–20 minutes
Target usage:	<ul style="list-style-type: none">• Whole class warm up activity
Resources:	<ul style="list-style-type: none">• Interactive whiteboard/Projector and screen

Description

Students analyze four websites in terms of content, language, and design. They then match audience-related statements to each website.

Activity Instructions

Screens 2-5 present four websites of contrasting theme and design. Look at each website individually and ask students to name the target audience and comment on the content, language and design. Ask students to discuss how the target audience influences the website design.

On screens 6 and 7 encourage individuals to drag the statements to the correct website, inviting the rest of the students to discuss their choices. For each statement, there are at least two statements that match each web page as well as some statements that do not match either - when the students decide, these can be dragged to the trash. Encourage the students to justify their choices.

Note: these websites are all fictitious.